



**distinction
style
excellence
class
character**

Providing **Quality Publications** for
Jacksonville, Gainesville, Orlando,
Daytona & Southeast Georgia
for more than 15 Years!



JACKSONVILLE

**claims association
MEDIA KIT**



**HERITAGE
PUBLISHING, INC.**
(904) 296-1304 | Fax: (904) 296-9913
7563 Philips Hwy., Bldg. 100, Ste. 208
Jacksonville, FL 32256
www.heritagepublishinginc.com



DIRECTORY CONTENTS

Published in partnership with the Jacksonville Claims Association, the 2012 Resource Guide will contain valuable information:

- Letter from the President
- Editorials
- Working Calendar (2011-2013)
- Jacksonville Claims Association Members in Alphabetical Order
- Jacksonville Claims Association Corporate Members
- Alphabetical List of Member Companies
- Jacksonville Claims Association Sponsor Company Members
- Buyer's Guide
- Indicators of Fraud
- Helpful Charts & Conversion Tables
- Glossaries
- Florida Statutes & More

PUBLICATION DEADLINES

Editorial Copy, Photos & Artwork	October 7, 2011
Advertiser's Camera-Ready Artwork	October 7, 2011
Date to Printer	January 6, 2012
Publication Date	February 6, 2012

SPECIAL ADVERTISING RATES

- Agency discount is 15%. To qualify for an agency discount your advertising agency must provide "camera ready" artwork in an acceptable file format as specified in the Artwork Submissions section and include a bona fide Agency Insertion Order. **This discount excludes Tab Inserts.**
- A discount of 5% is available to all advertisers who prepay upon contract.
- All Tab Inserts will be placed every 16 to 32 pages. Tab placement is determined by Heritage Publishing, Inc. 50% payment is due at contract signing and 50% is due upon ad approval. A 10% charge is added to the total sale for guaranteed insert placement in a specific category.

PRINTING SPECIFICATIONS & ARTWORK SUBMISSIONS

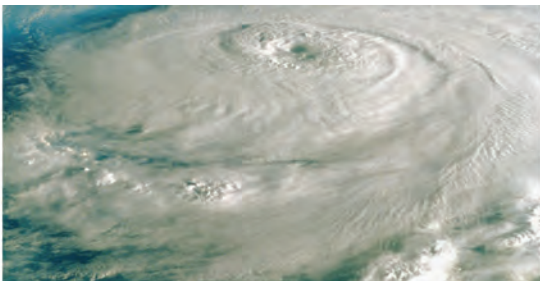
- Pre-designed ads are accepted in Macintosh Quark (with supporting files), EPS (with fonts converted to outline), TIFF or PDF file formats.
- Artwork submitted should be considered camera ready at a setting of no less than 300 dpi (133-150 lpi).
- Directory trim size: 6" x 9"
- Submit artwork to: art@heritagepublishinginc.com

Thank you for your interest in advertising in the 2012 Jacksonville Claims Association Resource Guide. This year's guide will be published on February 6, 2012.

1,000 directories will be printed and distribution will begin in February 2012. The Jacksonville Claims Association will distribute the new directory to all members at meetings and outings that it hosts throughout Northeast Florida.

HPITM
HERITAGE PUBLISHING, INC.
 (904) 296-1304 | Fax: (904) 296-9913
 7563 Philips Hwy., Bldg. 100, Ste. 208
 Jacksonville, FL 32256
www.heritagepublishinginc.com

distinction | style | excellence | class | character



2011-2012 ADVERTISING RATES

<i>Premium Positions</i>	Type of Advertisement	Rate
	Outside Back Cover.....	\$2,995
	Inside Front Cover	\$2,495
	Inside Back Cover.....	\$2,495
	Tab Insert - Front Side	\$1,995
	Tab Insert - Back Side	\$1,695

<i>4-Color</i>		
	Page 1.....	\$1,995
	Full Page with or without Bleed	\$1,495
	1/2 Page Vertical.....	\$995
	1/2 Page Horizontal	\$995
	1/4 Page Vertical.....	\$795
	1/4 Page Horizontal	\$795

<i>Black & White</i>		
	Full Page with or without Bleed	\$1,195
	1/2 Page Vertical.....	\$795
	1/2 Page Horizontal	\$795
	1/4 Page Vertical.....	\$595
	1/4 Page Horizontal	\$595
	1/8 Page Vertical.....	\$425
	1/8 Page Horizontal	\$425

<i>Column Listing</i>		
	2" Listing.....	\$325
	Bold Listing.....	\$195

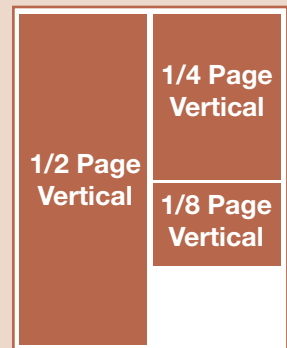
2" Listing
2.542 x 2

Camera-ready artwork cannot be submitted for 2" Listings.
They are all designed in house.

All measurements are listed in inches.

Full Page

Trim Size: 6 x 9
Live Area: 5.25 x 8.2
Bleed: 6.25 x 9.25



1/2 Page Vertical
2.542 x 8.2

1/4 Page Vertical
2.542 x 4.038

1/8 Page Vertical
2.542 x 1.956

1/8 Page Horizontal

1/4 Page Horizontal

1/2 Page Horizontal

1/2 Page Horizontal
5.25 x 4.038

1/4 Page Horizontal
5.25 x 1.956

1/8 Page Horizontal
5.25 x 0.913

**If you have any questions regarding ad design or artwork submissions,
please contact us at art@heritagepublishinginc.com**



Jacksonville Claims Association

P. O. Box 17311
Jacksonville, Florida 32245-7311
www.jaxclaims.com

April 27, 2011

Attention Florida Business Owners and Professionals:

Founded in 1932, the Jacksonville Claims Association is the largest, and continues to be the fastest growing, premier association of its kind in the state and is proud to announce the official kickoff of its Advertising Campaign for the **2012 JCA Resource Guide**.

Last year's campaign and directory was incredibly successful and so well received by our members and the business and professional communities that the Officers and Board of Directors has voted to continue with Heritage Publishing Inc. to spearhead its campaign again for 2012.

Heritage Publishing Inc. is a locally owned and operated business with 15 years of experience in producing exceptionally high quality comprehensive directories, reference and referral guides for the health care and legal industries, commercial and professional organizations, relocation and real estate industries, military installations and various community associations throughout Northeast and Central Florida.

We have found Heritage Publishing Inc. to be a very reputable and well respected member of the business community. **We invite you to meet with them and listen to the ideas they have for promoting your business or profession to a very select target market with national exposure. We can say with confidence that you will find them friendly and professional.**

We look forward to seeing your announcement in our new guide.

Regards,

John O'Dell
Board of Director &
2011 Resource Guide Committee Chairman

Officers & Directors

*Polly App President - Jeanette Lanier Vice President
Rita Zawadski Treasurer - Cynthia Rodda Secretary - James Rinaman Director & Legal Counsel
John O'Dell Director - Judi Zills Director*